

On December 8, 10, and 14, 1931, no claimant having appeared for the property, judgments of condemnation and forfeiture were entered, and it was ordered by the court that the product be destroyed by the United States marshal.

ARTHUR M. HYDE, *Secretary of Agriculture.*

19164. Misbranding of Klen Dent. U. S. v. 30 Bottles of Klen Dent. Consent decree of condemnation, forfeiture, and destruction. (F. & D. No. 25902. I. S. No. 8490. S. No. 4150.)

Examination of samples of Klen Dent from the shipment herein described having shown that the labeling bore statements representing that the article possessed curvative and therapeutic properties which it did not possess, the Secretary of Agriculture reported the matter to the United States attorney for the Western District of Texas.

On February 13, 1931, the United States attorney filed in the District Court of the United States for the district aforesaid a libel praying seizure and condemnation of 30 bottles of Klen Dent, remaining in the original unbroken packages at San Antonio, Tex. On April 2, 1931, the original libel was amended and on November 18, 1931, a second amended libel was filed. It was alleged in the libel as amended that the article had been shipped by the Klen Dent Co. (Inc.), from Eureka Springs, Ark., on or about November 14, 1930, and had been transported from the State of Arkansas into the State of Texas, and that it was misbranded in violation of the food and drugs act as amended.

Analysis of a sample of the article by this department showed that it consisted essentially of sodium perborate, magnesium oxide, magnesium peroxide, soap, and small proportions of methyl salicylate and a fatty oil.

Misbranding of the article was alleged in the libel as amended for the reason that the following statements regarding the curative or therapeutic effects of the said article were false and fraudulent, since it contained no ingredient or combination of ingredients capable of producing the effects claimed: (Carton) "For * * * Gums * * * Stimulates the tissues of the mouth. Establishes a healthy mucous membrane. Stops bleeding gums. Prevents pyorrhea. * * * The powder is more than simply a tooth cleanser. It prevents decay * * * Excellent for the gums;" (bottle) "For the * * * Gums."

On December 11, 1931, the Klen Dent Co., Eureka Springs, Ark., intervenor, having admitted the material allegations of the libel and having withdrawn its original plea of intervention and agreed to contest the case no further, judgment of condemnation and forfeiture was entered, and it was ordered by the court that the product be destroyed by the United States marshal.

ARTHUR M. HYDE, *Secretary of Agriculture.*

19165. Misbranding of spearmint tooth paste. U. S. v. 69 Small and 8 Large Packages of Spearmint Tooth Paste. Default decree of condemnation, forfeiture, and destruction. (F. & D. No. 27382. I. S. No. 42845. S. No. 5540.)

Examination of samples of spearmint tooth paste from the shipment herein described having shown that the labeling bore statements representing that the article possessed curative and therapeutic properties which it did not possess, the Secretary of Agriculture reported the matter to the United States attorney for the Eastern District of Pennsylvania.

On December 15, 1931, the United States attorney filed in the District Court of the United States for the district aforesaid a libel praying seizure and condemnation of 69 small and 8 large packages of spearmint tooth paste, remaining in the original unbroken packages at Philadelphia, Pa., alleging that the article had been shipped by W. W. Wrigley Sales Co., from Atlantic City, N. J., on or about June 29, 1931, and had been transported from the State of New Jersey into the State of Pennsylvania, and charging misbranding in violation of the food and drugs act as amended.

Analysis of a sample of the article by this department showed that it consisted essentially of calcium carbonate, soap, and glycerin, flavored with spearmint oil.

It was alleged in the libel that the article was misbranded in that the following statements regarding its curative or therapeutic effects, appearing in the circular accompanying the said article, were false and fraudulent, since it contained no ingredient or combination of ingredients capable of producing the effects claimed: "Fermentation That enemy of your teeth and your smile * * * Anti-Fermentative Tooth Paste * * * Know how it acts to stop fermentation—a source of tooth destruction and diseased gums—and

how it brings pearl-like lustre to the teeth * * * Old Methods Fail. Teeth have been religiously brushed for years with the best known brands of dentifrices and various styles of tooth brushes. Yet teeth still decay. Pyorrhea alveolaris (Rigg's Disease) still causes gum tissues to become soft, spongy, and bleed easily and pus pockets to form. Teeth still loosen and fall out. Studies Fermentation. W. W. Wrigley began the study of fermentation years ago. As he delved deeper and deeper into the subject, he concentrated considerable thought upon the kinds of fermentation. This was an extremely important decision as later developments reveal. * * * Tartar—Cause Of Pyorrhea. Tartar, referred to in many different ways as mucin plaque, film, salivary calculus, dental calculus and seruma calculus, is that deposit on the teeth that feels so rough when you run your tongue over it. It is that substance that discolors teeth—mars their beauty. Tartar, above all other things, is a factor directly responsible for the occurrence of pyorrhea (Rigg's Disease). Rejects All Theories. Many theories have been advanced to combat tartar, but all have been found insufficient. Tartar still forms, teeth become discolored and decay, gums fall victim to pyorrhea (Rigg's Disease). Some claimed pepsin digests film, others diatase and still others, pancreatin. W. W. Wrigley has tested and rejected each as ineffective. None of these are directed at the source or cause of tartar. Cause Of Tartar. Lactic acid, acting upon the secretions of the salivary glands of the oral mucous membrane, produces tartar. By the union of the two substances, a coagulum of mucus is formed in which are deposited and entangled precipitated lime salts, mainly lactophosphates. * * * W. W. Wrigley Identifies The Source. W. W. Wrigley had learned that different substances and changed conditions result in different fermentation products. He applied these principles of fermentation to the human mouth. He identified the source of lactic acid in the mouth, as one kind of fermentation; of ammonia, as another kind of fermentation, and a gummy mass often found adhering to teeth and acting as a bed for bacteria, as perhaps, a third kind of fermentation. Innumerable foods are eaten in many mouths, composing different chemical constituents, under various conditions. Different fermentation products consequently, are formed. Fermentation The Origin Of Tartar. Many edibles are in perfectly prepared condition for fermentation. Particles of such foods, reposing in the crevices between the teeth and gums or adhering to the teeth, in a few hours, begin the process of fermentation. The process of fermentation can actually be observed. Liquid fermenting in a big vat foams, bubbles and tosses about as if agitated by great power. The sight of this makes it difficult to realize, that the same process goes on in the mouth on a smaller scale. Fermentation creates an odor. Fermentation, in the mouth, causes bad breath, which is so objectionable and now openly condemned. Fermentation, in the mouth, also produces one or more chemicals, etc., that are deposited in the mouth. It may be lactic acid; it may be ammonia, it may be a gummy mass or it may be all because of the many varieties of fermentable foods and changeable conditions of the mouth. Either, of the first two, combines with other constituents in the mouth to form tartar. The first, lactic acid, also causes tooth erosion. Erosion starts in the enamel and may invade the dentin. The latter provides a field, by combining with other substances and adhering to the teeth. In the field, bacteria grow. Lime salts collect. Lactic Acid, ammonia and other food debris gather. B. Acidophilus may localize and colonize there. Hardening occurs. Dreaded tartar and ugly teeth appear. Tartar causes gum infection. Your doctor will tell you gum infection is the source of many ailments, such as, nervous trouble, neuritis, rheumatism, heart disease, kidney disease, and other diseases. Stop Fermentation. It, therefore, becomes necessary to stop fermentation with its destructive influences; to bring polish and lustre to the teeth. W. W. Wrigley recognized a great opportunity. He set out with the collaboration of leading dentists, chemists, doctors, and scientists to discover a tooth paste of anti-fermentative character—a tooth paste that combats tartar and makes teeth gleam. Years of research have been rewarded. An anti-fermentative tooth paste has been discovered. * * * It is known as Spearmint Anti-Fermentative Tooth Paste and opens a new era in the care of teeth and the attack upon the causes of pyorrhea. Millions of satisfied people now use this advanced method to stop fermentation, with its destructive results, to bring pearl-like lustre to their teeth. Beautiful smiles; pretty teeth are being seen everywhere. Fermentation and the stomach. The effect of chemicals, deposited in the mouth as a result of the process of fermentation, have been clearly set forth only so far as the oral cavity is concerned.

Foreign substances, such as chemicals deposited from fermentation, may seriously affect the stomach and other organs. Calcareous matter may be observed, not only about the teeth, but in the urinary bladder, gall-bladder and in gouty joints. Ammonia, found in the breath and recognized long ago, was thought to have come from the lungs. The discovery of W. W. Wrigley therefore, that fermentation is a source of ammonia, in the mouth, is startling the world. Chemists Fail in Combating Tartar. Many chemists have directed their efforts to combating tartar, without attacking its source and have failed. They overlooked fermentation, which results in chemical products that combine with other substances in the mouth to form tartar and present so many serious problems in the mouth. Spearmint Anti-Fermentative Tooth Paste Stops Fermentation. Spearmint Anti-Fermentative Tooth Paste aims directly at the source. Spearmint Anti-Fermentative Tooth Paste is formulated to stop fermentation. * * * By penetrating and coming in contact with fermentable foods, Spearmint Anti-Fermentative Tooth Paste stops fermentation. In arresting the process of fermentation, it causes a discontinuance of a fermentation production or formation of a gummy binder. Without a gummy binder, food debris, salts and germs either do not gather or loosen and are washed away. Teeth appear with a brilliancy. It, also, prevents the production from fermentation of chemicals, that form tartar and may become absorbed, in the system, with injurious results. * * * Anti-Fermentative Tooth Paste * * * Acid mouth is dreaded by many people. Acid mouth appears to be a common condition resulting from fermentation. The unremitting researches of W. W. Wrigley made it possible for him to so add to the ingredients of Spearmint Anti-Fermentative Tooth Paste that it is offered as an antacid, as likewise, an anti-fermentative. * * * Correct Theory Experts agree Spearmint Anti-Fermentative Tooth Paste offers the right theory. Anyone can convince themselves in a few days by using Spearmint Anti-Fermentative Tooth Paste. Anyone desiring to test Spearmint Anti-Fermentative Tooth Paste will be given a free 12-day tube. * * * I have given many years of my life leading to the conclusion that fermentation is a cause of serious tooth and gum trouble and then to compound an anti-fermentative, antacid tooth paste to stop that fermentation. That I have met with such universally accepted success and now see the results of Spearmint Anti-Fermentative Tooth Paste in the radiant white teeth of its users everywhere is the greatest source of satisfaction and contentment in my whole life."

On January 5, 1932, no claimant having appeared for the property judgment of condemnation and forfeiture was entered, and it was ordered by the court that the product be destroyed by the United States marshal.

ARTHUR M. HYDE, *Secretary of Agriculture.*

19166. Adulteration and misbranding of Pyradium. U. S. v. 13 Bottles of Pyradium. Default decree of condemnation, forfeiture, and destruction. (F. & D. No. 27312. I. S. No. 44859. S. No. 5413.)

Examination of a drug product, known as Pyradium, from the shipment herein described showed that the labeling bore statements representing that the article possessed curative and therapeutic properties which it did not possess. It was further claimed for the article that it was antiseptic and contained appreciable amounts of radium, whereas it was not antiseptic and contained a negligible amount of radium.

On December 1, 1931, the United States attorney for the Eastern District of Wisconsin, acting upon a report by the Secretary of Agriculture, filed in the District Court of the United States for the district aforesaid a libel praying seizure and condemnation of 13 bottles of Pyradium, remaining in the original unbroken packages at Milwaukee, Wis., alleging that the article had been shipped by the Radium Remedies Co. Minneapolis, Minn., on or about October 14, 1931, and had been transported from the State of Minnesota into the State of Wisconsin, and charging adulteration and misbranding in violation of the food and drugs act as amended.

Analysis of a sample of the article by this department showed that it consisted essentially of zinc sulphate, sodium chloride, boric acid, radium (1.68 millimicrograms per milliliter), glycerin, and water, flavored with peppermint oil and colored green. Bacteriological examination showed that the article was not antiseptic.

It was alleged in the libel that the article was adulterated in that it was sold under the following standard of strength and fell below such professed standard,